

**REMARKS**

Claims 1-2, 4-5, 8-10, 12-15, 18-19, 21, 24-40 are pending in this application. By this amendment, claims 3, 6-7, 16, 20 and 22 are cancelled; claims 1, 4-5, 8-10, 14-15, 18-19, 21, 24-34 and 37 are amended, and claims 38-40 are added. No new matter is added. Reconsideration of the application in view of the above amendments and the following remarks is respectfully requested.

Applicant appreciates the courtesies shown to Applicant's representatives by Examiner Hillery and Examiner Bashore in the January 4, 2005, personal interview. Applicant's separate record of the substance of the interview is incorporated into the following remarks. The claims presented by this amendment correspond with the claims discussed during the Examination with the exception of several changes. In claims 1, 15, and 21, the phrase "relative to each link" has been changed to "relative to the link." In claim 29 the phrase "wherein each treatment option screen" has been changed to "wherein the treatment option screen." In claim 30 the phrase "the identification of each secondary recipient" has been changed to "a retrievable item identifier." In claim 33 the phrase "each marked box" has been changed to "a marked markable box." In claim 34 the phrase "each unmarked box" has been changed to "an unmarked markable box." Further in claim 37, the word "comprises" has been changed to "includes" and the word "any" has been changed to "a."

**I. §112 Rejection**

Claims 6, 16 and 22 stand rejected under 35 U.S.C. §112 as being indefinite for failing to particularly point out and distinctly claim the subject matter which the Applicant views as the invention. Specifically, the Office Action states that it is unclear what is meant by the term "non-selectable injectable content" and how such content can then be selected.

Claims 6, 16 and 22 are cancelled by this amendment. Therefore, Applicant respectfully submits that the rejection is moot. Accordingly, withdrawal of this rejection is respectfully requested.

**II. §102(e) Rejection**

Claims 1, 2, 13, 14, 15 and 21 stand rejected under 35 U.S.C. §102(e) over U.S. Patent 6,674,539 to Serra et al. ("Serra"). This rejection is respectfully traversed.

Independent claim 1 recites, *inter alia*, "inserting injectable control content into the received information at a specified location relative to the link to a retrievable item . . . . wherein the injectable control content may be selected by a user to perform a functional operation upon the retrievable item." As discussed during the interview, Applicant respectfully submits that Serra does not disclose, teach or suggest such a feature.

Accordingly, it is respectfully submitted that claim 1 is patentably distinguishable over Serra. Claims 2, 13 and 14 depend from independent claim 1 and are likewise patentably distinguishable over Serra for at least their dependence on an allowable base claim, as well as for additional features they recite. Claims 15 and 21 include features similar to those described above with respect to claim 1. Therefore, Applicant respectfully submits that claims 15 and 21 are patentably distinguishable over the cited reference for at least the same reason. Accordingly, withdrawal of this rejection is respectfully requested.

**III. §103 Rejections**

The Office Action rejects claims 6-10, 16-19, 22 and 24 under 35 U.S.C. §103(a) as unpatentable over Serra in view of U.S. Patent 6,605,120 to Fields et al. (Fields). Further, the Office Action rejects claims 3-5, 12 and 20 under 35 U.S.C. §103(a) as unpatentable over Serra in view of U.S. Patent 6,301,586 to Yang et al. (Yang). Still further, the Office Action rejects claim 25 under 35 U.S.C. §103(a) as unpatentable over Serra in view of U.S. Patent 6,738,841 to Wolff (Wolff). Yet further, the Office Action rejects claim 26-29 and 31-37 under 35 U.S.C. §103(a) as unpatentable over Serra in view of Wolff and further in view of Yang. Yet even further, the Office Action rejects claim 30 under 35 U.S.C. §103(a) as unpatentable over Serra in view of Wolff and Yang and further in view of U.S. Patent 6,618,163 to Roosen et al. (Roosen). These rejections are respectfully traversed.

As discussed above, independent claims 1, 15 and 21 recite, *inter alia*, "inserting injectable control content into the received information at a specified location relative to the link to a retrievable item . . . wherein the injectable control content may be selected by a user to perform a functional operation upon the retrievable item." Applicant respectfully submits that Fields, Yang, Wolff, Roosen do not disclose, teach or suggest such a feature and that such a feature would not have been obvious to one of ordinary skill in the art at the time that the invention was made. Therefore, any combination of Serra, Fields, Yang, Wolff, Roosen cannot make up for the identified deficiency and cannot be held to anticipate the present invention. Therefore, Applicant respectfully asserts that claims 1, 15 and 21 are patentably distinguishable over the cited combination.

Claims 2, 4-5, 8-10, 12-14, 18-19, and 24-40 depend from one of independent claims 1, 15 and 21 and therefore include features similar to those described above with respect to claim 1. Therefore, Applicant respectfully submits that claims 2, 4-5, 8-10, 12-14, 18-19, and

24-40 are not anticipated by the combinations cited by the Office Action for at least the same reason. Accordingly, withdrawal of this rejection is respectfully requested.

**IV. New Claims**

Dependent claims 38-40 have been added. Claim 39 is based upon cancelled claim 11. Support for claims 38 and 40 may be found throughout the specification. For example, specific support may be found in the original specification at page 3, lines 15-17, and page 18, lines 11-28.


Claims 38-40 depend from independent claim 1, and incorporate all the features thereof. Therefore, Applicant respectfully submits that claims 38-40 are patentably distinguishable over the cited references at least for the reasons presented above for claim 1.

**V. Conclusion**

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-2, 4-5, 8-10, 12-15, 18-19, 21, 24-40 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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